

# Santa Ana District Newsletter

November 2008 : Vol 1 / Issue 8

## In This Issue

Tiger Teams formed to help small business

SBA seeks nominations for 46th Annual Small Business Week

SBA participates in National DEC Conference

SBA supports innovation conference

Insight & Inspiration: Write a Business Plan : Essential Elements

## In Every Issue

[About the U.S. Small Business Administration](#)

[Santa Ana District Office](#)

[Press Releases](#)

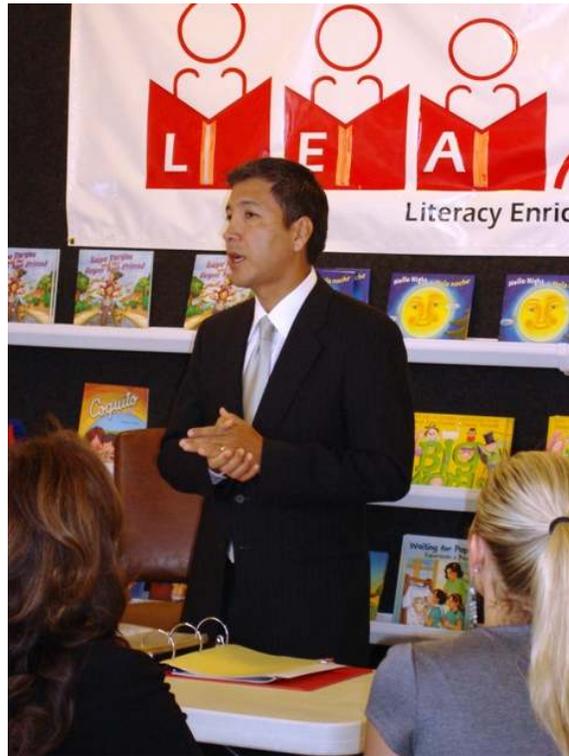
[Lender Rankings](#)

[Join Our Mailing List!](#)

## Tiger Teams Formed to Help Struggling Small Businesses



**SBA District Director Adalberto Quijada**



**City of Santa Ana Councilmember Vincent Sarmiento**



**Libreria Martinez Books & Art Gallery owner, Rueben Martinez**



**Institute for Women Entrepreneurs Director, Sallie Salinas**



**SCORE Chapter Chair, Ben McCulloch**



**OC SBDC Director, Leila Mozafarri and Tri-County Lead SBDC Interim Director, Jon Richards**

SBA's Santa Ana District Office and its Resource Partners are taking the lead in helping small businesses that are struggling during tough economic times. SBA's Resource Partners- SCORE 114, the OC Small Business Development Center and the Institute for Women Entrepreneurs- will form small teams of business experts and visit businesses on-site and utilize a comprehensive financial diagnostic and strategic analysis tool that can help stabilize and/or improve a client's business performance. The business experts and the software will work to deliver the following benefits:

**Minimize risk in decision-making and optimize desired business results**

**Model and stress-test the financial impact of proposed decisions before committing time, money and human resources**

**Enhance the predictability of the financial consequences of alternate business plans**

**Illustrate "what will happen if..." specific decisions are made or outside market influences are encountered**

**Escalate the likelihood to obtain financing with sound numbers in a format preferred by lenders and venture capitalists**

When asked about the Tiger Team initiative, SBA District Director, J. Adalberto Quijada, said, "The main goal of this program is to help businesses survive during this economic downturn and protect existing jobs and accelerate job

creation within the Santa Ana District." He added, "We have counselors with tremendous skills and real-life experience who have gone through past economic downturns...there isn't a business situation they have not encountered or resolved before."

Sallie Salinas, director of the Institute for Women Entrepreneurs, added, "As a trusted resource partner of the SBA, the IWE felt the urgent need to respond and provide business owners relevant tools, information and resources to sustain their businesses through collaboration with agencies, associations and leading experts in their field."

While the program was designed to assist any small business, there are ideal situations. Ideally, a business will have been in existence for two or more years and have five or more employees. The Tiger Team Program will be offered at **no-cost** throughout Orange County.

Optional no-cost long-term counseling will be offered to any business that needs it.

Appointments can be made by contacting Jill Andrews, Tiger Team Program Coordinator, at [jill.andrews@sba.gov](mailto:jill.andrews@sba.gov) or 714.560.7466.

*Editor's note: This initiative is extremely important, timely and can be a critical component of a comprehensive plan to strengthen the nation's economy by increasing the survivability of struggling Orange County businesses.*

## Seeking nominations for 46th Annual Small Business Week Awards



[Dr. Thanh Nguyen](#), 2008 California Small Business Person of the Year, accepts his award. Standing next

to him from L to R are: SBA Regional Administrator, Bruce Thompson, Overnite Express founder, Rob Ukropina and District Director Adalberto Quijada.



**Kimberly Davidson, 2008 National Home-Based Business Champion of the Year, accepts her award.**

The Santa Ana District Office is seeking nomination packages from business owners and champions in Orange County and the Inland Empire.

Nominations will be judged by an independent panel of business and community leaders and winners will be recognized at the 46th Annual Small Business Week Awards, tentatively scheduled to be held the second week in June 2009.

Nominations are being accepted for the following categories:

Small Business Person of the Year  
Exporter of the Year  
Young Entrepreneur of the Year  
Family-Owned Business of the Year  
Entrepreneurial Success Award  
Minority Small Business Champion of the Year  
Women in Business Champion of the Year  
Financial Services Champion of the Year  
Small Business Journalist of the Year  
Home-Based Business Champion of the Year

'Champions' can be business owners or strong advocates in one of the respective categories.

Entrepreneurial Success Award candidates are individuals who meet the following two criteria: They must own and operate a business initially launched as a small business according to SBA size standards and subsequently developed into a large business; and they must have received SBA assistance to help the business grow.

District winners go on to compete at the regional level, which includes the states of California, Arizona, Hawaii, Nevada and the territory of Guam. Winners at the regional level then compete for national honors and the opportunity to participate in festivities and activities during National Small Business Week in Washington, D.C. in May 2009. Past winners and nominators have received a tremendous amount of publicity through press releases, media attention and an annual awards event which draws approximately 700 plus participants.

The Santa Ana District traditionally and consistently produces regional and national winners, due to the outstanding support of the community and careful selection by the judging panel. Nomination

submittals are encouraged from county and city government, economic development organizations, chambers of commerce, community based organizations, lenders, businesses and individuals. Self-nominations are also accepted and encouraged. The deadline for submissions is Friday, January 9.

There are procedures for submitting a nomination package. However, the process is straightforward and assistance is available. A copy of the nomination forms are available on line at the [Santa Ana District Office website](#).

Additional information about the program is available by contacting Sylvia Gutierrez at 714.560.1454 or [sylvia.gutierrez@sba.gov](mailto:sylvia.gutierrez@sba.gov).

## SBA participates in National DEC Conference

SBA's Business Development Specialist, Paul Smith, participated in the recent National District Export Council Conference, held October 15-18 in Palm Springs.

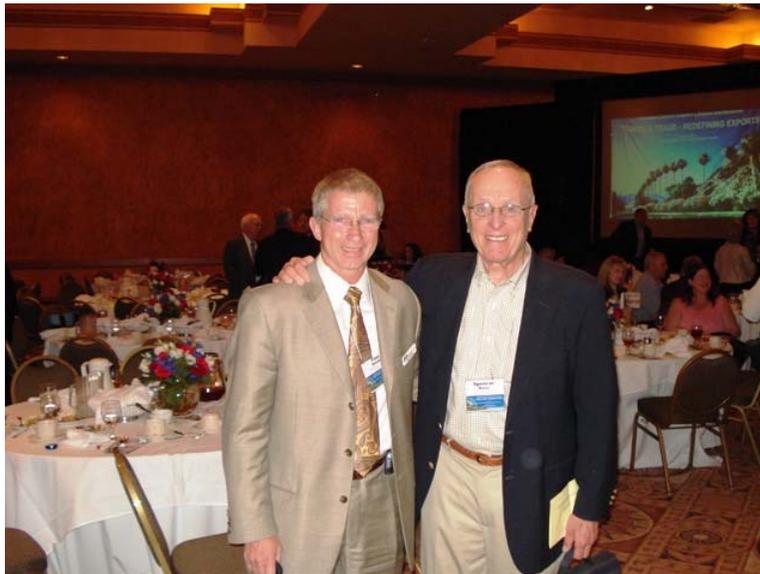
The program brought together DEC members, businesses and government officials from all over North America. In addition, U.S. Commercial Service Officers from American embassies, consulates and institutes in Argentina, Australia, Belgium, Brazil, France, Greece, and more were in attendance. The four day program consisted of presentations by government and industry leaders, training sessions and one-on-one counseling.

The conference included discussions on export opportunities and policies for small enterprises, environmental technologies, alternative energy and emerging markets.

Mr. Smith participated in providing counseling to address the unique challenges of global marketing. Paul was able to meet with previous colleagues, including Spencer Ross, Chair of the New York DEC. The two have worked together on a number of projects, going back to when Paul was the Senior Trade Specialist with the U.S. Department of Commerce Export Assistance Center in Manhattan.



**2008 National DEC Conference attendees**



**SBA's Paul Smith and New York DEC Chair Spencer Ross**

## **SBA supports innovation conference presented by AeA and OC Innovation**



AeA Orange County Council and Orange County Innovation presented a conference October 1-2 with the goal of attracting international interest in Orange County by raising the awareness of the well-spring of innovation and entrepreneurship that thrives in the county.

This two day conference was a rare opportunity to network with Orange County businesses and economic development organizations from around the world. It was also an opportunity to learn how to create and nurture business relationships across borders and cultures.

SBA's Paul Smith, represented the agency and offered his expertise in the high tech industry sector to conference attendees.

AeA is the nation's largest technology trade association representing all segments of the high-tech industry and is dedicated to helping their members' top line and bottom line. AeA achieves this in partnership with small, medium, and large member companies by lobbying governments at the state, federal, and international levels, providing access to capital and business opportunities, and offering select business services and networking programs.

In Orange County, AeA represents 160 member companies with worldwide revenue of over \$8 billion and more than 160,000 employees in the U.S. and globally. AeA's 2,500 members span the high-technology spectrum, from software, semiconductors, medical devices and computers to Internet technology, advanced electronics and telecommunications systems and services. For more information, visit [www.aeanet.org](http://www.aeanet.org).

Orange County Innovation is an active network of business, service and academic leaders dedicated to promoting global awareness of Orange County as a powerhouse of innovation. It celebrates the significant growth of technology, science, entertainment, arts and industry in Orange County recognizing October as "Innovation month". OCI activities are spearheaded by the collaborative efforts of numerous business, civic and academic groups. For more information, please visit [www.ocinnovation.org](http://www.ocinnovation.org).

## Insight & Inspiration: Write a business plan : Essential Elements

A business plan should be a work-in-progress. Even successful, growing businesses should maintain a current business plan. In these economic times, it is more critical than ever that you work and re-work your plan.

As any good salesperson knows, you have to know everything you can about your products or services in order to persuade someone to buy them. In this discussion, you are the salesperson and your products represent your business. Your customers are potential investors and employees. Since you want your customers to believe in you, you must be able to convince them that you know what you are talking about when it comes to your business.

Read [more about the essential elements](#) of a good business plan...



Christopher Lorenzana  
Editor  
Santa Ana District Newsletter